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**FACSIMILE TRANSMITTAL**

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**TO:**

**Name:** Mail Stop AMENDMENT  
Group Art Unit 2623  
Examiner John R. Schnurr

**Firm:** U.S. Patent & Trademark Office

**Fax No.:** 571-273-8300

**Subject:** U.S. Patent Application No. 09/944,348

Thomas P. Ivanyi

Filed: August 31, 2001

SYSTEM AND METHOD FOR MEASURING AND  
STORING INFORMATION PERTAINING TO  
TELEVISION VIEWER OR USER BEHAVIOR

Attorney Docket No. 132.0005-00000

Customer No. 22882

Confirmation No.: 9772

**FROM:**

**Name:** Amedeo F. Ferraro, Esq.

**Phone No.:** 310-286-9800

**No. of Pages (including this):** 36

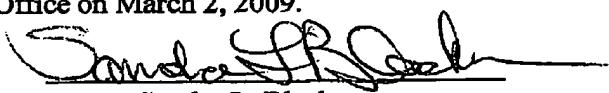
**Date:** March 2, 2009

**Confirmation Copy to Follow:** NO

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**Message:****CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the attached Transmittal Form (in duplicate; \$1,290.00 total amount to cover the \$1,110 three-month extension fee and \$180 IDS fee is to be charged to Deposit Account No. 50-1068); Amendment with Attachments A, B, and C; and Information Disclosure Statement Under 37 C.F.R. § 1.97(c) with Form PTO/SB/08 and 1 non-patent literature document are being facsimile transmitted to the U.S. Patent and Trademark Office on March 2, 2009.



Sandra L. Blackmon

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FORM PTO-1083

Attorney Docket No.: 132.0005-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Thomas P. Ivanyi

Serial No: 09/844,348

Filed: August 31, 2001

For: SYSTEM AND METHOD FOR MEASURING  
AND STORING INFORMATION  
PERTAINING TO TELEVISION VIEWER OR  
USER BEHAVIOR

Confirmation No.: 9772

Art Unit: 2623

Examiner: John R. Schnurr

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MAR 02 2009

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an Amendment in reply to the Office Action dated August 28, 2008 in the above-identified application.

- No additional fee is required.
- Applicant hereby requests a three-month extension of time to respond to the above office action.
- An Information Disclosure Statement Under 37 C.F.R. § 1.97(c) with Form PTO/SB/08 and 1 non-patent literature document is enclosed.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR		(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE
TOTAL CLAIMS FEE	6	-	82	**	0	LG=\$52 SM=\$28	\$52	\$ 0
INDEPENDENT CLAIMS FEE	1	-	8	**	0	LG=\$220 SM=\$110	\$220	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS							LARGE ENTITY FEE = \$390 SMALL ENTITY FEE = \$185	\$ 0
							TOTAL	\$ 0

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- \*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.
- \*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.
- The total amount of \$1,290.00 to cover the \$1,110 three-month extension fee and \$180 IDS fee is to be charged to Deposit Account No. 50-1068.
- The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.
- Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,  
MARTIN & FERRARO, LLP

By:



Ahmed F. Ferraro  
Registration No. 37,129

Date: March 2, 2009

1557 Lake O'Pines Street, NE  
Hartville, Ohio 44632  
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Facsimile: (330) 877-2030

03/03/2009 JVONG1 00000030 501068 09944348  
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FORM PTO-1083

MAR 02 2009

Attorney Docket No.: 132.0005-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Thomas P. Ivanyi

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For: SYSTEM AND METHOD FOR MEASURING  
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TOTAL CLAIMS FEE	6	-	82	0	LG=\$62	\$62	\$ 0
INDEPENDENT CLAIMS FEE	1	-	8	0	LG=\$220	\$220	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS						LARGE ENTITY FEE = \$390 SMALL ENTITY FEE = \$195	\$ 0
						TOTAL	\$ 0

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.  
\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.  
\*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

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- Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims  
 Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,

MARTIN &amp; FERRARO, LLP

By:



Amadeo F. Ferraro  
Registration No. 37,129

Date: March 2, 2009

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Hartville, Ohio 44632  
Telephone: (330) 877-0700  
Facsimile: (330) 877-2030

## ATTACHMENT B



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office  
 Advanced Patent Examiner for Patents  
 P.O. Box 7430  
 Alexandria, Virginia 22311-1450  
[www.uspto.gov](http://www.uspto.gov)

APPL NO.	FILING OR 371 (C) DATE	ART UNIT	FIL FEE REC'D	ATTY.DOCKET NO	DRAWINGS	TOT CLMS	IND CLMS
09/944,348	08/31/2001	2171	492	43868.010200	6	28	3

## CONFIRMATION NO. 9772

32361  
 GREENBERG TRAURIG, LLP  
 885 3RD AVENUE  
 NEW YORK, NY 10022

## UPDATED FILING RECEIPT



\*OC000000011190984\*

Date Mailed: 11/05/2003

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

Thomas P. Ivanyi, Remsenburg, NY;

## Domestic Priority data as claimed by applicant

This application is a CIP of 08/975,374 11/20/1997 PAT 6,286,140

## Foreign Applications

If Required, Foreign Filing License Granted: 09/19/2001

Projected Publication Date: 02/12/2004

Non-Publication Request: No

Early Publication Request: No

\*\* SMALL ENTITY \*\*

## Title

System and method for measuring and storing information pertaining to television viewer or user behavior

## Preliminary Class